MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016 / 2017

TEP 1241
ETHICS AND PROFESSIONAL CONDUCTS

(All Sections / Groups)

22 OCTOBER 2016
9.00 a.m. – 11.00 a.m.
(2 hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** pages only excluding the cover page.
2. **Section A**: Answer **ALL TWENTY** multiple choice questions.
   Section B: Answer **ALL THREE** structured questions.
3. Please shade all your answers for **Section A** in the **OMR** answer sheet provided.
   Please write all your answers for **Section B** in the answer booklet provided.
4. Distribution of marks for each section/question is given.

SECTION A: MULTIPLE CHOICE QUESTIONS (MCQ) [20 MARKS]

Instruction: Answer **ALL TWENTY** questions.

1. According to Brey, practices involving cybertechnology may have embedded technological features which have morally opaque features. Which of the following statements regarding morally opaque features is **FALSE**?
   A. Such features are also referred to as morally non-transparent features.
   B. Internet cookies and data mining technology are examples with known features.
   C. For both known and unknown features, users do not realize the moral implications.
   D. Users may either be aware or unaware of technological features associated with them.

2. All of the following are features of Gert's moral system **EXCEPT** _____.
   A. the rules are known to all members
   B. the rules are similar to formal laws in a legal system
   C. the system is impartial and therefore fair to all groups or individuals
   D. the system is based on principles of logical reason accessible to all members

3. Which of the following statements are **FALSE**?

I	*Philosophical and scientific studies both verify theories with consistent schemes*
II	*Philosophers use both normative and descriptive methods to analyze moral issues*
III	*Justice as fairness can be used as a principle to justify certain rules of conduct*
IV	*One of the basic components of a moral system includes the rules of conduct*
V	*Three schemes for grounding moral principles include religion, law and morality*
VI	*Rules for establishing social policies are micro-level ethical rules*

   A. I, II & VI B. I, III & IV C. III, IV & V D. II, V & VI

4. Which of the following statements regarding the ethical theories is **FALSE**?
   A. Virtue ethics focus on an individual's acquisition of good character traits.
   B. Utilitarians such as Jeremy Bentham assume that happiness is an intrinsic good.
   C. Kant believed that the categorical imperative leads to a genuinely moral system.
   D. In the social contract theory, a moral system comes into being through one's duty.

5. Arguments are used in resolving disputes affecting the ethical aspects of cybertechnology. Which of the statements below is **TRUE** regarding arguments?
   A. All arguments that are deductive must be strong arguments.
   B. Unsound and fallacious arguments are considered weak arguments.
   C. If an argument is valid, it must most certainly be a strong argument.
   D. An inductive argument must necessarily be a weak argument as well.

6. Which of the following is **NOT** one of the weaknesses of professional codes?
   A. Codes are not helpful when two or more directives conflict.
   B. Directives in the codes tend to be too general and too vague.
   C. Codes inform the public about the nature and roles of the profession.
   D. Codes are ineffective in disciplinary matters concerning the profession.

7. Whistle-blowing occurs because of either _____.
   A. misinformation or misdeed
   B. overt wrongdoing or negligence
   C. unprofessional behavior or unethical practices
   D. injustice to employees or inaction of the employers

8. Which of the following statements is **NOT** the view expressed by Michael McFarland on the criteria for *blowing the whistle* in the case of engineers?
   A. Responsibility for engineers should not fall directly on individual engineers.
   B. Collectively, engineers might be held to a higher standard of social responsibility.
   C. Moral responsibility is a matter of personal duty to be carried out by each engineer.
   D. Engineers as moral agents, have a prima facie obligation to come to the aid of others.

9. In accessibility privacy, privacy is defined in terms of one's _____.
   A. freedom from intrusion into one's physical space
   B. freedom from interruption in one's daily activities
   C. freedom from interference in one's choices and decisions
   D. freedom from intervention in one's behavior and conduct

10. Which of the following statements on security is **TRUE**?
    A. Data security is concerned with securing system resources.
    B. Network security is concerned with securing computer networks.
    C. System security is concerned with securing data in a computer storage device.
    D. None of the statements above is true.

11. There are three distinctive types of traditional theories regarding property rights. These three types of theories are _____.
    A. Labor theory, utilitarian theory and personality theory
    B. Property theory, economic theory and ownership theory
    C. Utilitarian theory, deontological theory and contract theory
    D. None of the above.

12. Patents are granted to inventions and discoveries that satisfy three main conditions. What are these three conditions?
    A. Value, distinction and practicality.
    B. Functionality, usability and utility.
    C. Originality, creativity and popularity.
    D. Usefulness, novelty and non-obviousness.

13. According to Spinello, ISPs (Internet service providers) are required to take three steps to avoid responsibility when it comes to cases of defamation in cyberspace. Which of the following is **NOT** one of the three steps mentioned by Spinello?
    A. Prompt removal of the defamatory remarks.
    B. Issuance of retraction on behalf of the victim of the defamation.
    C. Compensation for the victim who had been hurt by the defamation.
    D. Initiation of good faith effort to track down the originator of the remarks made.

14. Lessig (1999) describes four distinct but interdependent constraints for regulating behavior. This is known as the Lessig model. All of the following are among the four distinct but interdependent constraints **EXCEPT** _____.
A. passing laws
B. applying social pressure
C. using architecture of control
D. applying behavioral pressure

15. Which of the following statements is **FALSE** regarding defamation?
A. A person who has been defamed is said to be "flamed".
B. Defamation can take the form of slander, libel or ridicule.
C. Defamation is communication that lowers a person's self-esteem.
D. A person can be defamed through pictures, images and even gestures.

16. In understanding the digital divide as an ethical issue, the concept of distributive justice arises. Distributive justice refers to the _____.
A. "just distribution" of primary goods and resources in populations
B. "mass distribution" of primary goods and resources in populations
C. "equal distribution" of primary goods and resources in populations
D. "social distribution" of primary goods and resources in populations

17. Cybertechnology is said to have transformed the nature of work, raising social and ethical issues which involve all of the following **EXCEPT** _____.
A. robotics and expert systems
B. globalization and outsourcing
C. job displacement and automation
D. competitive and structured organizations

18. Which of the statements below regarding Bolter's description of the three ages in Western culture via the notion of a defining technology is **TRUE**?
A. "Turing's man" is used to describe those who see computers as powerful machines.
B. The Renaissance age is associated with those who are described as "Turing's man".
C. Humans are seen as information processing engines by those who are "Turing's man".
D. All of the statements above are **FALSE**.

19. In studying the ethical aspects of Nanotechnology, issues of longevity can arise. According to Moor and Weckert, while many people may see longevity as a good thing, they believe there could be negative consequences. They believe that if the life expectancy of individuals were to change dramatically, _____.
A. there could be a population problem
B. there will be gender and inequality issues
C. there may be social unrest and environmental issues
D. there may be further issues with the misuse of cybertechnology

20. In the context of cybertechnology, a "Big Brother" society in which all our moves, actions and decisions will be recorded and stored is **BEST** termed _____.
A. Paranoid
B. Panopticon
C. Paradoxical
D. Paternalistic

SECTION B: STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer **ALL THREE** questions.

QUESTION 1 [10 marks]

(a) Explain the difference between the terms "ethics" and "morals". (1 mark)

(b) In her book entitled *Computer Ethics* (1985), Deborah Johnson said that computer ethics studies the way in which computers "*pose new versions of standard moral problems and moral dilemmas, exacerbating the old problems, and forcing us to apply ordinary moral norms in uncharted realms.*"

Based on the passage above, briefly explain the viewpoint that Johnson had on the *alleged* uniqueness of computer ethics issues when she wrote the passage in her book. Do not use any of the italicized words from the passage in your explanation. Note that Johnson did not subscribe to the uniqueness proponents' viewpoint.

(2 marks)

(c) *Consequence-based*, *duty-based*, *contract-based* and *character-based* ethical theories are four main ethical theories that can be used to determine a morally appropriate course of action. Briefly explain each of these four main ethical theories, highlighting a major characteristic of the theory that distinguishes itself from the other theories and provide a *disadvantage* associated with each of them.

(4 marks)

(d) In the 1990s, Donald Gotterbarn became a strong advocate for a different approach to defining the field of computer ethics. In Gotterbarn's view, computer ethics should be viewed as a branch of "professional ethics". He mentioned this in his writings:

> "*There is little attention paid to the domain of professional ethics – the values that guide the day-to-day activities of computing professionals in their role as professionals. By computing professional I mean anyone involved in the design and development of computer artifacts... The ethical decisions made during the development of these artifacts have a direct relationship to many of the issues discussed under the broader concept of computer ethics* [1991]. *The only way to make sense of 'Computer Ethics' is to narrow its focus to those actions that are within the control of the individual moral computer professional* [1995]."

(i) Explain the term "professional ethics" based mainly on the view or opinion expressed by Gotterbarn as provided above. (1½ mark)

(ii) Besides his support of the use of the term "professional ethics", Gotterbarn was also a supporter of professional codes. To eliminate some criticisms against professional codes, Gotterbarn argued for the need to distinguish three aspects of the professional codes, namely, codes of ethics, codes of conduct and codes of practice. Explain the primary difference among each of these three aspects of the professional codes. (1½ mark)

QUESTION 2 [10 marks]

(a) Johan and Jamilah both have different views of the value of privacy. Johan is of the opinion that privacy has "intrinsic value". Jamilah on the other hand, believes strongly that privacy has only "instrumental value".

(i) Explain what Johan means when he says that privacy has "intrinsic value". (½ mark)

(ii) If privacy is believed by Jamilah to have only "instrumental value" instead of "intrinsic value", what is Jamilah's perception of privacy? Briefly explain with an example to illustrate your answer. (1 mark)

(b) Data security is concerned with vulnerabilities pertaining to unauthorized access to data. Data security issues affect aspects of our daily work including common issues of confidentiality, integrity and availability of information. Briefly explain the common issues of (i) confidentiality, (ii) integrity and (iii) availability of information in the context of data security. (1½ mark)

(c) Steven Levy (2001) described "Hacker Ethic" as comprising a range of beliefs, among which include the following three beliefs: (i) access to computers should be unlimited and total, (ii) all information should be free and (iii) mistrust authority – promote decentralization. Elaborate further, what these beliefs are. (3 marks)

(d) Cyber-related crimes include two separate categories, namely cyberexacerbated crimes and cyberassisted crimes. Using examples for each category, explain the difference between these two categories. (2 marks)

(e) Currently, it is said that the intellectual commons (of ideas) are being threatened by strong intellectual property rights. To defend the principle that "information wants to be shared", it is possible to frame intellectual property policies that both encourage the flow of information in digital form and reward fairly the creators of the intellectual objects. One such initiative for accomplishing these two objectives is the Creative Commons (CC) initiative. What is the Creative Commons (CC)? What specific purpose or aim does it serve among the Internet community and copyright holders/owners? Explain. (2 marks)

QUESTION 3 [10 marks]

(a) To "regulate" means to monitor or control a certain product, process or set of behaviours according to certain requirements, standards or protocols. There are two different senses of "cyberspace regulation". What are these two different senses of "cyberspace regulation"? Explain and provide an example for each different sense. (1 mark)

(b) Software filtering programs can be used as alternative to censorship on the Internet. How do these programs function? Why did Lessig object to filtering programs that use architectures like PICS (Platform Independent Content Standard)? (2 marks)

(c) The argument (incomplete) below has been written to demonstrate that Internet access can be made a "positive right" in the US just as public education is a "positive right" in the US. Premise 2 and premise 4 are missing in the argument. Complete the argument by composing both premise 2 and premise 4. (2 marks)

1. As public education is a positive right, the government must provide its citizens with an education.
2. _____
3. Internet is becoming a necessary tool for completing assignments in the educational process.
4. _____
5. Hence, the government should (legally) be required to provide home Internet access for students whose families cannot afford to pay for it.

(d) Two arguments for evaluating harm in virtual environments include "argument from moral development" and "argument from psychological harm" reasons.

(i) Explain as simply as possible what the "argument from moral development" reason means. (½ mark)

(ii) Brey has suggested that we can extend an argument advanced by Immanuel Kant for the treatment of animals to the treatment of virtual characters. Briefly explain the argument advanced by Kant. (1½ mark)

(e) It is said that cybertechnology is becoming more and more pervasive as computing devices now pervade our public and private spaces. With this development, comes the terms "pervasive computing" and "ubiquitous communication". What do the terms "pervasive computing" and "ubiquitous communication" mean? Explain how these technologies using a specific example such as RFID, can lead to the loss of one's personal privacy. (3 marks)

End of paper